

Sensible Government Advertising

In almost every other country than this, the government uses newspaper advertising liberally in dealing direct with the public, and in exploiting national resources and opportunities.

Contracts were made with every daily paper in Canada. The advertising campaign lasted only eight days, but the issue was oversubscribed during that one week of intelligent publicity.

This most successful operation was decided upon as a result of the frequent use of the daily newspapers as advertising mediums during the past two years, by the Canadian government, which has taken this means of reaching directly the people most likely to be interested in various proposals.

In February of this year, the Canadian department of agriculture conducted a similar campaign directed to the farmers, through 400 papers, urging the need of increased production and pointing out the best ways to accomplish it.

In March, the department of agriculture addressed a powerful series of advertisements to city dwellers, through 70 dailies, urging the cultivation of back yards and vacant lots.

During the summer, a strong campaign was conducted through the daily press, under regular advertising contracts, to increase the domestic consumption of peaches and plums.

Shifting Scenes Of War

The most spectacular areas of war are shifting steadily eastward. Now that Serbia has been conquered and cleared, the central empires and their allies are turning their attention to Egypt, Mesopotamia, India, and China.

At this stage, the most elemental military caution would dictate that Germany do not weaken her old lines on the east and west. Russia is devoting herself to recovering an 'reprovisioning. France is holding her lines with marvelous strength.

If Britain is able to muster the necessary forces, we may look soon for a big campaign to open in Palestine and the adjacent parts of Turkey.

The war will involve India and China, if it keeps up much longer.

The store Santa Claus who says "My fine little fellows, you can have just anything you want," is creating an embarrassing situation for somebody.

How About the Playgrounds?

El Paso has—or thought she had—her public playground system well established. It is under competent management, and is accomplishing all that could possibly be done with the limited funds allowed.

The school funds take care of the salaries of play teachers during the school year. This is a large item, but it does not cover all the necessary expense.

What is the matter? There seems to be an atmosphere of doubt and hesitation about it, when a year ago there was nothing but enthusiasm and pledges of support by the authorities of both the city government and the schools?

Illness intensifies our traits, making us either saints or demons. So does death, for that matter.

When Mind and Body Fail

One reason for the change of commanding generals with the British army on the continent of Europe is no doubt the well known phenomenon of "getting stale" on the job.

It is an old maxim: Old men for counsel, young men for action. All through the business world one may see applications of the rule, even though there are abundant examples of men old in service or old in years who have not "lost their punch."

One may imagine Gen. French, after his long seige and his many desperate attempts to break the German lines, coming at last to the conclusion—even against his will—that it was no use.

One may also imagine Gen. Haig, comparatively fresh, less burdened and less worn out by huge responsibility, now taking hold and carrying through projects at which Gen. French would have hesitated or balked.

The wonder is that there have not been more instances of similar submission, voluntarily, to physical facts.

Senator Works wants an army of farmer-soldiers, an army that works. The senator is living up to his name.

Short Snatches From Everywhere.

A useful Christmas gift to Uncle Sam would be a non-skidding canal—Albuquerque Herald.

Ernest Ford's enemies admit that he has the tin and knows how to get there—Dallas News.

Sir Edward Carson is out in the cold, but luckily for him he has his Elster—Brooklyn Eagle.

It isn't a smaller cabinet Britain seems to need so much as bigger ministers—Columbia (S. C.) State.

There is no shortage of munitions of war in the suffragists' camp. What they need is more men—New York World.

The hyphen (-) is a minus sign. It subtracts a German from an American, and leaves nothing—Wall Street Journal.

Gen. von Bismarck's edict against cruelty to songbirds must make every Bohemian wish he was a canary.—Boston Transcript.

Then, again, talking of the power behind the throne, how about being the first mother-in-law of the land—Pittsburgh Chronicle Telegraph.

What the people of Greece seem to want to know is whether their king married the whole Hohenzollern family—New York Morning Telegraph.

All along the Germans have been trying to get to the channel, and have succeeded only in being brought to bay—Philadelphia North American.

Hats off these chilly mornings to the woman who knows how to brown sugar! She is a queen in a realm where her right will never be disputed—Los Angeles Times.

A young bride in a New Jersey town, saying she had rather die than live in that state, fled to Philadelphia. So an ancient adage renews its lease of life—Tucson Star.

Turkish submarine sailors aided in the rescue of steamer passengers thrown into the sea, which indicates that they are possibly a little better Christians than some of their Christian allies—Louisville Post.

Of course the Austrian emperor may know better, but to an onlooker away from Vienna, it would seem that prince Schillingfussler as a member of the supreme court of accounts was the right man in the right place—Little Rock (Ark.) Gazette.

The price of granulated sugar is going up to at least 15 cents a pound within the next three months, according to officials of the large refineries, who refer in explanation to "conditions arising from the war." If you were producing and selling sugar, now, perhaps this explanation might seem to you quite reasonable—Boston Globe.

An Old Maid Is a Middle Aged Young Woman Some Are Old Maids Because, Well, Because--

By GEORGE FITCH.

THE subject of old maids must be approached with caution, just as one approaches old maids themselves—especially when they are endeavoring to become young married women.

An old maid is a middle aged young woman whose marriage is so desirable that she has never had to replace it. Women usually begin to become old maids at the age of thirty and continue to be old maids at that age, or thereabouts, until they die.

Some women are old maids because their faces are their misfortune; some are old maids because they are equally afraid of men and mice, while others are old maids because when they were young and naive they were seduced for what they thought was a good thing, but which turned out to be a bad thing.

Old maids live alone or with some fragment of their families and busy themselves with teaching, writing, clubs, embroidery and stationeries. Old maids are the mainstay of the missionaries, and many a maiden woman who would marry a man with three miles of her home, if she could help it, will work her fingers to the bone supporting a far mission in Zululand, and probably one to whom she has never been introduced.

LETTERS TO THE HERALD

(All communications must bear the signature of the writer, but the name will be withheld if requested.)

SEGREGATION OF VICE.

Editor El Paso Herald: I note that mayor Lea is quoted as expressing regret that a recent decision of the state supreme court has made it impossible for this city longer to commensurate a "segregated district" feeling certain that the elimination thereof will result in scattering the evil over the city.

The questions brought up by the situation thus presented are too numerous even to mention in such a communication as this. It may be noted, however, that in every case where an American community has appointed a commission to study the local problem of the "social evil," the reports have stated that before beginning the inquiry the members of the commission were practically unanimous in the opinion that a "segregated district" was the best answer; and that upon completing the inquiry they have been absolutely unanimous in the opinion that a policy of "immediate and persistent suppression, with elimination as the ultimate ideal is the only wise one to adopt.

Those interested, especially mayor Lea, are respectfully referred to the reports of the Chicago and the Minneapolis Vice Commissions, for calm, dispassionate, unimpaired and discerning discussions of the problem.

In the latter report the chief of police of Cleveland, Ohio, is quoted as replying to an inquiry from the Commission: "If you haven't a segregated district, for God's sake why do you wish to establish one? We have had one and are now moving to eliminate the last of them."

El Paso now has its opportunity to treat the matter in a twentieth century manner. "Forgetting those things which are behind" and awakening to a realization of the fact that there is no such thing as a "necessary evil." The two words are antipodal by connotation, a "segregated district" a community not only does not succeed in segregating the evil; it gives its protection to the evil, thus encouraging its spread and the pernicious double standard of morality.

Before the city of El Paso definitely enters upon a policy of compromise with this greatest of social evils, it is sincerely to be hoped that our fellow citizens will either themselves or through a duly selected commission of representative citizens, consider the cost.

R. L. Conant.

Senator Gore, of Oklahoma, lost the sight of one of his eyes when he was eight years old by a blow from a playmate.

Sense and Sentiment

"THIS babe," the stern physician said, courageously, "were better dead; for life to it will be a curse, and to its parents something worse. It hasn't brains wherewith to think, its frame has every mortal kink, and suffering and shame and woe would be its heritage, I know. Therefore, I shall not try to save this misfit infant from the grave." You'd think we'd all applaud the doc, for putting up this line of talk; but lo, the sentimentalists, whose thought machines have manna twist, throw dornicks at his bulging brow, and chase him to the timber now.

"Far better let an infant rises in its wrath, consigns the doctor to the struggle through this vale of tears, with sightless eyes and hopping ears, with stunted mind and palsied frame, than interfere with nature's game." Forgetting, as they rant and roar, the doctor didn't interfere. Why persecute the dauntless doc? Why not improve the human stock? We are improving cows and hogs and sheep and hens, and even dogs, but any sort of runt will do, if it is human stock, say you. Perhaps, a dozen ages hence, we'll cultivate some common sense.

(Protected by the Adams Newspaper Service.) WALT MASON.

and have lived in history. Elizabeth was an old maid, and if Mary Queen of Scots, had remained an old maid, or

even a first degree widow, she would have died in peace instead of in pieces. In general, it may be observed that very few of the noted women of history who have got into unflattering trouble have been old maids.

A long time ago the term "Old Maid" was used as a reproach. Today, however, it is more or less of a decoration. Old maids are among our best citizens. In the mere matter of divorce alone, they hold an unassailable record. No old maid has ever been divorced.

Old maids very seldom wear harem skirts and dingbat hats, and nowadays when a young woman becomes an old maid she packs most of her hair away in barrels in the attic and only wears what isn't detachable. For this reason alone old maids are now being hunted so madly by would be husbands that there is grave danger of their extermination—Protected by the Adams Newspaper Service.

SUNDAY AND FORD.

From the Los Angeles (Cal.) Examiner. That potent, gay and irreverent signor, Dr. Billy Sunday, declares that Henry Ford is voyaging on his peace ship purely for advertising purposes, and adds that "Henry has P. T. Barnum skinned a mile."

Unquestionably upon any question of pious and profitable publicity, Dr. Billy speaks with the authority of an expert. Mr. Ford's scheme seems to us to be chimerical and even grotesque, nor do we think the collection of freaks which is now somewhere upon the Atlantic can possibly do any good or accomplish anything except to make Americans ridiculous in foreign eyes.

At the same time we believe that Mr. Ford is honest and unselfish. At the same time we can readily understand the pained feelings with which Rev. Billy Sunday greeted the first page of enterprising newspapers these past few days. His anguish must be almost too much for human nature to bear.

THE DAILY NOVELETTE INNOCENT.

"I never get tight." The wine bibber said. "Be sure you are right, and you won't get a head."

THE prisoner was accused of selling whisky without a saloon license. Having received instructions from the judge, the jury filed out. In a minute and a half they filed back.

"Your honor," said the foreman, "it is the condemnation of opinion that although we are satisfied from the evidence that the prisoner was detected selling something from a bottle, we are not satisfied as to the interior contents of that bottle. It is the condemnation of opinion that we ought to have the said bottle to help us in our decision."

"Quite right," agreed the judge, although he had had one envious judicial eye on the bottle himself, and once more the jury filed out, this time in the wake of the evidence.

Five minutes later there arose violent sounds from the locked jury room. Cries and yells filled the air, and the noise of heavy furniture being hurled hither and thither, and splinters and swear words flew over the transom. The jury again filed forth.

"Your honor," hiccoughed the foreman, "the jury is undecided. There was not evidence to go around." "The prisoner is discharged," ordered the judge, amid cheers from the prisoner's creditors.

CASH REPLIES TO CRITICISM OF CORPORATION COMMISSION

Phoenix, Ariz., Dec. 17.—James G. Cash, sheriff of Greenlee county, has replied briefly to the recent letter of the corporation commission asking him why he "took over" and operated the Clifton electric light plant without notifying that body. Cash merely stated that the Arizona Copper company turned the plant over to him for protection early in the strike. The matter is to be considered by the commission as soon as the commissioners, K. A. Jones and W. P. Gerry return to the city.

SALT RIVER VALLEY WILL SHIP 50 CARS OF LETTUCE

Phoenix, Ariz., Dec. 17.—Fifty carloads of lettuce will be shipped out of the Salt river valley this winter and next spring, according to an estimate made by A. H. Terrell, president of the United Produce Growers' association. The first shipment will go forward in about 30 days. A carload of crates and labels has been ordered by the directors of the association.

ABE MARTIN

WICKED OLD FORD



Mrs. Tilford Moots's mother is 98 years old and has never seen a Ford.

There's too many inferior people grumblin' about fate.

MAN HANGING TEN DAYS COULD NOT BE IDENTIFIED

Amarillo, Tex., Dec. 17.—All efforts to identify the man who was found hanging to a tree near the J. A. ranch in Armstrong county, have failed. The man is believed to have been hanging for ten days before he was discovered. On account of the condition of the body, it was buried where found.

GUIDING HIM RIGHT - - - - BY M^C CAY

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Mayor Back From East Texas Proud Of City Business To Have Big Boom In Southwest

EL PASO'S citizenship is progressive to a degree excelled in no other part of the country," said mayor Tom Lea. "In contemplating the large amount of paving that has been and is being done by the property owners I am impressed with the fact that our people are united for civic improvements. One has only to go over such streets as Rio Grande, Arizona and other thoroughfares in the residence district to realize that practically every property owner is striving for a better El Paso. There are very, very few paved streets in the city where gaps in the paving exist, because a property owner would not sign up for paving and the spirit shown by the vast majority of citizens is very commendable and is appreciated by the city council. After visiting east Texas I am doubly proud of El Paso."

"I predict that business will have a wonderful boom all over the southwest by springtime," said G. H. Sinden. "I have just returned from a business trip through New Mexico and Arizona. I visited the same territory about six weeks ago and found business conditions good and a good business. Upon the trip from which I have just returned I was really surprised at the immense improvement in the short time. The southwest has a good grip on prosperity all right."

"The country around Waco seems to be in good shape," said John Temple Rice, who represented El Paso lodge at the Masonic grand lodge meeting. "As for Waco, it is located in a rich agricultural country and is growing. The grand lodge meeting was well attended and reports indicated a substantial growth of the order during the past year."

"The singing of Christmas carols on Christmas eve is a mighty fine idea," said Thomas P. Peach. "I hope that the

songs will be such that the crowds can join in. It's mighty fine the way the military people work with the El Pasoans when it comes to any big festival. Whenever they are needed they seem to respond."

"Gen. Carranza is planning well for the Mexican people," said counsel Andres G. Garcia. "He knows the hardships and deprivations they have suffered under long years of despotic oppression and crushing exploitation of their labor. It is with a full appreciation of the plight in which the old Diaz regime has left them that he has set

about formulating measures for the uplift of the entire nation from a state of degradation to a position of freedom and independence."

"The idea of the 'White Christmas,' which will be used as the Christmas exercises of the First Presbyterian church, is a very beautiful one," said Miss Kate Pink. "It is an endeavor to return to the real spirit of Christmas, the idea that the gift without the giver is nothing. It is an endeavor to get people to think of giving as a means of service and help and not as an exchange of equal values in Christmas gifts."

WHEN GOOD OLD SANTA GETS BUSY



COMPARING CHRISTMAS PRESENTS

"Coo, look and see what Santa Claus brought me" is the usual prattle to the childish prattle one may hear on Christmas Day as the little street urchins gather to compare and enthuse over their baby dolls and carriages.

14 YEARS AGO TODAY

From The Herald of This Date, 1901.

The movement began some time ago when police chief James White to rid El Paso of its vagrants, is getting real headway, and that class of loafers who won't accept work when it is offered them is looking up and taking notice.

Thomas Gorgin, the piano man, went to San Antonio today to spend the Christmas holidays.

D. F. McDonnell, who has spent the past three weeks in San Antonio, returned this morning.

Mrs. E. Moyer entertained the Tuesday Afternoon Card club today. Mrs. E. Blumenthal and Miss Zork won prizes.

A movement is on foot among the business men of El Paso to have a free bridge built between here and Juarez.

The six charming young women who have been visiting Mrs. John P. Ramsey for the past little while, all left this morning for their homes in Detroit and St. Louis.

El Paso's importance as a supply center for mining men is attested by the

opening of a branch here of the Solway Machinery company. D. A. Carpenter comes here as manager.

J. A. Baird, of El Paso, is fighting for the collectorship appointment. Endorsements on Post Garrett's application show at Washington are mayor B. F. Hammett, W. J. Fowel, J. M. Hawkins, and the London National bank, all of El Paso.

Solomon's Wisdom

BY AL. O. YUSIS.

There is this remarkable characteristic of the Book of Proverbs, namely: Within the range of every full grown man's vision is an example to prove the truth of each wise saying.

"He that has a mind to depart from a friend seeketh occasions; he shall ever be subject to reproach." (Proverbs XVIII, 1.)

Could it have been that Solomon had in mind a certain near-great pacifist of our own day when he gave expression to this truth?

EL PASO HERALD

DEDICATED TO THE SERVICE OF THE PEOPLE, THAT NO GOOD CAUSE SHALL LACK A CHAMPION, AND THAT EVIL SHALL NOT THRIVE UNOPPOSED.

H. D. Slater, editor and controlling owner, has directed The Herald for 17 years; J. C. Wilmers is Manager and G. A. Martin is News Editor.

AN INDEPENDENT DAILY NEWSPAPER—The El Paso Herald was established in March, 1881. The El Paso Herald includes also, by absorption and succession, The Daily News, The Telegraph, The Telegram, The Tribune, The Graphic, The Sun, The Advertiser, The Independent, The Journal, The Republican, The Bulletin. Entered at the Postoffice in El Paso, Texas, as Second Class Matter.

MEMBER ASSOCIATED PRESS, AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION, AND AUDIT BUREAU OF CIRCULATIONS.

TERMS OF SUBSCRIPTION—Daily Herald, per month, 60c; per year, \$7.00. Wednesday and Week-End issues will be mailed for \$2.00 per year.

THIRTY-FIFTH YEAR OF PUBLICATION—Superior exclusive features and complete news report by Associated Press, Leadville Wire and Special Correspondents covering Arizona, New Mexico, west Texas, Mexico, Washington, D. C., and New York.